

dispenser and sufficiently high that the coating does not run off of the skin treatment area; and

wherein the composition includes: (1) a fluid base material selected from the group consisting of mineral oil, silicone oil, plant-based oil, water and mixtures thereof, and (2) a member selected from the group consisting of a solid particulate material, lanolin, petrolatum, cod liver oil, calendula, chamomile, comfrey and mixtures thereof.

40. (new) The method according to claim 39, wherein the composition comprises particulate zinc oxide.

41. (new) The method according to claim 40, wherein the particulate zinc oxide has an average particle size of from about 0.01 microns to about 100 microns.

42. (new) The method according to claim 40, wherein the particulate zinc oxide has an average particle size of from about 0.01 microns to about 10 microns.

43. (new) The method according to claim 40, wherein the particulate zinc oxide has an average particle size of from about 0.01 microns to about 1 micron.

44. (new) The method according to claim 40, wherein the fluid base material is selected from the group consisting of mineral oil, silicone oil and a plant-based oil.

45. (new) The method according to claim 44, wherein the silicone oil is selected from the group consisting of cyclomethicone, dimethicone and derivatives thereof.

46. (new) The method according to claim 40, wherein the composition further comprises one or more member selected from the group consisting of talc, paraffin wax and microcrystalline wax.

47. (new) The method according to claim 40, wherein the composition comprises:  
from about 5 percent to about 25 percent by weight zinc oxide; and  
from about 33 percent to about 80 percent by weight fluid base material.

48. (new) The method according to claim 39, wherein the solid material is selected from the group consisting of talc, calamine and kaolin.

49. (new) The method according to claim 39 wherein the composition comprises lanolin, petrolatum, cod liver oil and a fluid base material.

50. (new) The method according to claim 49, wherein the fluid base material comprises cod liver oil.

51. (new) The method according to claim 39 wherein the composition comprises a member selected from the group consisting of calendula, chamomile and comfrey, and wherein the fluid base material is a plant-based oil.

52. (new) The method according to claim 51, wherein the fluid base material is selected from the group consisting of almond oil, peanut oil, wheat germ oil, linseed oil, jojoba oil, apricot pit oil, walnut oil, palm nut oil, pistachio nut oil, sesame seed oil, rapeseed oil, cade oil, corn oil, peach pit oil, poppyseed oil, pine oil, castor oil, soybean oil, avocado oil, safflower oil, coconut oil, hazelnut oil, olive oil, grape seed oil, sunflower oil, apricot kernal oil, geranium oil, ricebran oil and mixtures thereof.

53. (new) The method according to claim 51, wherein the composition further comprises one or more member selected from the group consisting of cod liver oil, paraffin wax, microcrystalline wax and bees wax.

54. (new) The method according to claim 39, wherein the composition has a viscosity of from about 1 to about 1000 centipoise.

55. (new) The method according to claim 39, wherein the composition has a viscosity of from about 20 to about 650 centipoise.

56. (new) The method according to claim 39, wherein the composition has a viscosity of from about 100 to about 600 centipoise.

57. (new) The method according to claim 39, wherein the composition further comprises a member selected from the group consisting of a fragrance, a dye, a preservative, an

emollient, an anti-bacterial agent, an anti-fungal agent, talc, calamine, kaolin, microcrystalline wax, paraffin wax, bees wax and a mixture thereof.

58. (new) A method for treating diaper rash, comprising:

selecting a skin treatment area selected from the group consisting of (i) a skin area normally covered by a diaper, an incontinence pad or an incontinence brief and (ii) an area featuring incontinent dermatitis;

propelling toward the skin treatment area an atomized spray comprising a fluid diaper rash treatment composition; and

leaving the composition on the skin treatment area to form a coating

wherein the composition has a viscosity sufficiently low to allow the composition to be atomized upon passage through the atomizing spray dispenser and sufficiently high that the coating does not run off of the skin treatment area; and

wherein the composition comprises a fluid base material selected from the group consisting of mineral oil, silicone oil, plant-based oil, water and mixtures thereof, and a member selected from the group consisting of a solid particulate material, lanolin, petrolatum, cod liver oil, calendula, chamomile, comfrey and mixtures thereof.

59. (new) A method for treating diaper rash, comprising:

providing a diaper rash treatment system comprising an atomizing spray dispenser and a diaper rash treatment composition; wherein the dispenser comprises a container and an atomizing spray delivery mechanism affixed to the container; and wherein the composition is positioned in the container;

selecting a skin treatment area selected from the group consisting of (i) a skin area normally covered by a diaper, an incontinence pad or an incontinence brief and (ii) an area featuring incontinent dermatitis;

passing the composition through the mechanism to atomize the composition and to propel the atomized composition toward the skin treatment area; and

leaving the composition on the skin treatment area to form a coating;

wherein the composition is a fluid composition having a viscosity sufficiently low to allow the composition to be atomized upon passage through the atomizing spray dispenser and sufficiently high that the coating does not run off of the skin treatment area; and

wherein the composition includes: (1) a fluid base material selected from the group consisting of mineral oil, silicone oil, plant-based oil, water and mixtures thereof, and (2) a particulate zinc oxide material, the zinc oxide material having a particle size whereby at least a portion of the zinc oxide is transparent in the composition.

60. (new) The method according to claim 59, wherein the particulate zinc oxide has an average particle size of from about 0.01 microns to about 0.1 micron.

61. (new) A system for treating diaper rash, the system comprising:

a diaper rash treatment composition having a viscosity of from about 1 to about 1000 centipoise, wherein the composition comprises at least about 1 percent particulate zinc oxide by weight and at least about 20 percent by weight of a fluid base material; and

an atomizing spray dispenser for delivering the composition to a skin treatment area;

wherein the dispenser comprises a container and an atomizing spray delivery mechanism affixed to the container; and

wherein the composition is positioned in the container.

62. (new) The system according to claim 61, wherein the atomizing spray delivery mechanism comprises:

an inlet port in fluid communication with the interior of the container for receiving the composition;

a device for atomizing the composition; and

an outlet port exterior of the container for propelling the atomized composition substantially in a predetermined direction;

wherein the composition is in contact with the inlet port.

63. (new) The system according to claim 61, wherein the dispenser is an atomizing pump spray dispenser.

64. (new) The system according to claim 61, wherein the dispenser comprises a pressurized compartment, wherein the composition is releasably contained in the pressurized compartment and wherein the mechanism, when actuated, releases the composition as an atomized spray.

65. (new) The system according to claim 64, wherein the dispenser is a piston-style dispenser, and wherein pressure is maintained on the composition by pressure of the piston.

66. (new) The system according to claim 64, wherein the dispenser is a bag-in-can-style dispenser and wherein the pressurized compartment is a polymeric bag received inside a rigid can.

67. (new) The system according to claim 66, wherein pressure is maintained upon the composition by a pressurizing gas received in the can and externally to the bag.

68. (new) The system according to claim 66, wherein the bag is an elastic shape-memory bag, and wherein pressure is maintained upon the composition by maintaining the bag in an expanded state.

69. (new) The system according to claim 61, wherein the spray delivery mechanism comprises a manually actuated spray delivery mechanism.

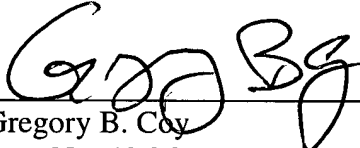
70. (new) The system according to claim 61, wherein the spray delivery mechanism comprises a reciprocating actuator.

71. (new) The system according to claim 61, wherein the composition has a viscosity of from about 20 to about 650 centipoise.

72. (new) The system according to claim 61, wherein the composition has a viscosity of from about 100 to about 600 centipoise.

73. (new) The system according to claim 61, wherein the composition further comprises a member selected from the group consisting of a fragrance, a dye, a preservative, an emollient, an anti-bacterial agent, an anti-fungal agent, talc, calamine, kaolin, lanolin, petrolatum, microcrystalline wax, paraffin wax, bees wax and a mixture thereof.--

Respectfully submitted

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